

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently amended) A method ~~of enhancing~~ to enhance rendering of a content item, the method comprising:

receiving a portion of the content item from a client system[[],];
processing the received portion of the content item to obtain, from the received portion of the content item, a characteristic feature of the portion of an identifier for the content item[[],];
obtaining further information on the content item using the identifier characteristic feature of the portion of the content item[[],]; and
~~transmitting the further information to the client system, wherein a portion of the further information includes an offer to sell a further content item related to the content item.~~

2-8. (Canceled)

9. (Currently amended) A server system ~~for facilitating~~ to facilitate enhanced rendering of a content item, the system comprising:

~~receiving means for receiving~~ a receiver to receive a portion of the content item from a client system[[],];
~~processing means for processing~~ a processor to process the received portion of the content to obtain, from the received portion of the content item, a characteristic feature of the portion of an identifier for the content item[[],]; and
~~lookup means for obtaining~~ a lookup component to obtain further information on the content item using the identifier characteristic feature of the portion of the content item, and for transmitting to transmit the further information to the client system, ~~wherein a portion of the further information includes an offer to sell a further content item related to the content item.~~

10. (Currently amended) The server system of claim 9, wherein the processor is the ~~processing means being~~ arranged for computing to compute a hash value for the received portion of the content item, ~~the identifier comprising the computed hash value.~~
11. (Currently amended) A method ~~of facilitating to facilitate~~ an e-commerce transaction, ~~the method~~ comprising the acts of:
- ~~receiving an a media object an electronic content item;~~
 - ~~calculating a hash for the received media object;~~
 - ~~processing the media object content item to determine an identifier for the media object content item utilizing the calculated hash value; and~~
 - ~~transmitting an electronic offer to sell in response to the receiving of the media object utilizing the determined identifier.~~
-
12. (Currently Amended) The method of claim 11, wherein the receiving comprises the acts of:
- receiving at a client system the electronic content item; and
 - transmitting to a server system a portion of the electronic content item.
- 13.-14. (Cancelled)
15. (New) The method of claim 1, wherein the processing of the received portion of the content item is further to calculate a hash value for the portion of the content item.
16. (New) The method of claim 15, wherein the obtaining of the further information includes utilizing the calculated hash value as an identifier for the content item.
17. (New) The method of claim 16, further comprising utilizing the identifier for the content item to add the content item to a list for future reference by a user.

18. (New) The method of claim 1, wherein the further information includes a title associated with the content item.

19. (New) The method of claim 1, wherein the portion of the content item is received from a mobile phone.

20. (New) The method of claim 1, wherein a portion of the further information includes an offer to sell a further content item related to the content item.

21. (New) The method of claim 1, wherein the characteristic feature of the portion are audio characteristics.

22. (New) A machine-readable medium having stored thereon data representing sets of instructions which, when executed by a machine, cause the machine to:

receive a portion of the content item from a client system;
process the received portion of the content to obtain, from the received portion of the content item, a characteristic feature of the portion of the content item; and
obtain further information on the content item using the characteristic feature of the portion of the content item.

23. (New) The system of claim 10, wherein the lookup module to utilize the calculated hash value as an identifier for the content item.

24. (New) The system of claim 23, further comprising a listing module to add the identifier for the content item to a list for future reference by a user.

25. (New) The system of claim 9, wherein the further information includes a title associated with the content item.

26. (New) The system of claim 9, wherein the client system is a mobile phone.

27. (New) The system of claim 9, wherein a portion of the further information includes an offer to sell a further content item related to the content item.

28. (New) The system of claim 9, wherein the characteristic feature of the portion are audio characteristics.
